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Tehran Museum of Contemporary Art, A Place that Connects Art Entrepreneurs and Tourists

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ANNOTATION

Today, tourism has become a global industry and every country is trying to get more share of this industry. In order to develop tourism in every region, there is a need for entrepreneurship in this field. In the meantime, the museum as a cultural attraction can help entrepreneurship, attract cultural tourists and, as a result, economic development. In this research, an attempt is made to evaluate the role of the museum in the entrepreneurship and development of cultural tourism. For this purpose, the Tehran Museum of Contemporary Arts was chosen, which houses unique works of various artists of the world, such as Gauguin, Renoir, Picasso. In order to achieve the desired goals, one hundred experts in the field of museology were studied and the results were analyzed with SPSS software. The results show that the Museum of Contemporary Arts has a great potential for entrepreneurship, which has not been used so far. t-test indicated that the current status of cultural tourism entrepreneurship is moderate in the research sample, and it is far from the ideal situation. In contrast, the results of Pearson's test showed a strong and positive relationship between the contemporary art museum and cultural tourism entrepreneurship.

KEYWORDS: museology, entrepreneurship, tourism, Tehran Museum of Contemporary Arts.

Introduction:

In today's world, with the increase in population and a decrease in government employment, entrepreneurship has become a dynamic force in society, especially in developed countries (Babaei Hezejan et al., 2015). Many researchers view entrepreneurship as a factor for revitalization (Hall et al., 2010) and the main engine for economic growth and development (Anokhin et al., 2008; Basoli et al., 2018). Meanwhile, sustainable

entrepreneurship aims to obtain benefits for entrepreneurs while improving social conditions (Roknedin Eftekhari et al., 2015). Tourism is one of the most significant and influential sectors in the world economy, providing a unique platform for identifying entrepreneurial opportunities and converting them into tourism products and services (Saqai and Alizadeh, 2012; Charlieze et al., 2013). Without sustainable entrepreneurship, tourism cannot survive (Roknedin Eftekhari et al., 2015).

Museums are cultural-educational institutions that connect the past of any society to the present and future. They showcase industries, hand-made products, history, ethics, religion, occupations, culture, customs, and traditions of ancestors to generations (Zal et al., 2019). Museums are among the world's most important tourist attractions and have the potential to develop entrepreneurship in the field of tourism. By attracting artistic entrepreneurs, museums can attract more tourists and achieve success in a wider range. Museums offer a wide range of programs, such as exhibitions, workshops, cultural tours, and visiting valuable treasures. Overall, museums provide a unique opportunity to develop sustainable entrepreneurship in the tourism industry.

Theoretical Entrepreneurship and Tourism

In simple terms, entrepreneurship refers to the number of new businesses that are created in a given period of time. Schumpeter, in his article "Theory of Economic Development," considers entrepreneurship to be a key driver of economic growth, as it facilitates the use of production tools in more efficient combinations. He believes that entrepreneurship is not solely knowledge-oriented and is separate from the rational economic behavior of individuals. In contrast, Audretsch and Keilbach, in their article "Entrepreneurship Capital and Economic Performance," argue that there is a direct relationship between knowledge and economic growth. They suggest that entrepreneurs convert general knowledge into economic knowledge by discovering new ways to make activities profitable.

The literature shows a wide consensus that entrepreneurship, with a focus on creating opportunities and wealth, is an essential component for individual and organizational success in tourism spaces. Strategic entrepreneurship refers to the activities of entrepreneurs carried out within the framework of business strategy, which focuses on developing a specialization in skills and resources, utilizing knowledge transfer to produce new products and services, and identifying new markets. Many recent writers consider entrepreneurship as the driving force of sustainable development and believe that the innovative power of entrepreneurship will lead to the next industrial revolution and a more stable future. The United Nations Economic Development Forum has identified three major indicators that contribute to the development of entrepreneurship in the tourism sector: the legal and regulatory framework related to tourism, infrastructure and business environment, and human, cultural and natural resources related to tourism.

The Role of Museums in Tourism Entrepreneurship

A popular approach today is to introduce cultural heritage through tourism. The tourism industry utilizes the economic and financial indicators of cultural heritage to protect infrastructure, educate communities, and inform policies. Museums, as institutions that preserve and exhibit artifacts and objects of scientific, artistic, cultural, and historical importance, are integral to cultural tourism. They provide insight into the past, present, and identity of a society, and serve a social role by recognizing heritage and cultural values and engaging with the museum's audience.

Museums and tourism are closely intertwined, as museums can play a vital role in renewing cultural and social life and providing opportunities for the development of cultural tourism. Many tourists travel with the purpose of visiting museums, and world tourism experts and planners promote their country's museums to attract tourists. The International Council of Museums (ICOM) identifies the museum as a social and cultural

institution, and its performance is assessed in two sectors: social services, including creating business opportunities, and cultural performance. Museums reflect human ideals, thoughts, creativity, and culture, and their performance reflects the cultural and social environment.

Case Study: Tehran Museum of Contemporary Art

Tehran Museum of Contemporary Art is a renowned museum located in Iran. It was established in 1977 in the Laleh Park on North Kargar Street in Tehran. The museum's building was designed by Kamran Diba in the style of modern architecture, inspired by the desert wind catchers of Iran (figs 1 &2). The building itself can be regarded as an example of contemporary art, in a style of an underground New York Guggenheim Museum. Most of the museum area is located underground with a circular walkway that spirals downwards with galleries branching outwards. The museum houses one of the 5 to 10 significant collections of modern art in the world, and it contains valuable works from various art movements, including Abstract Expressionism, Pop Art, Minimalism, Conceptualism, and Photorealism.

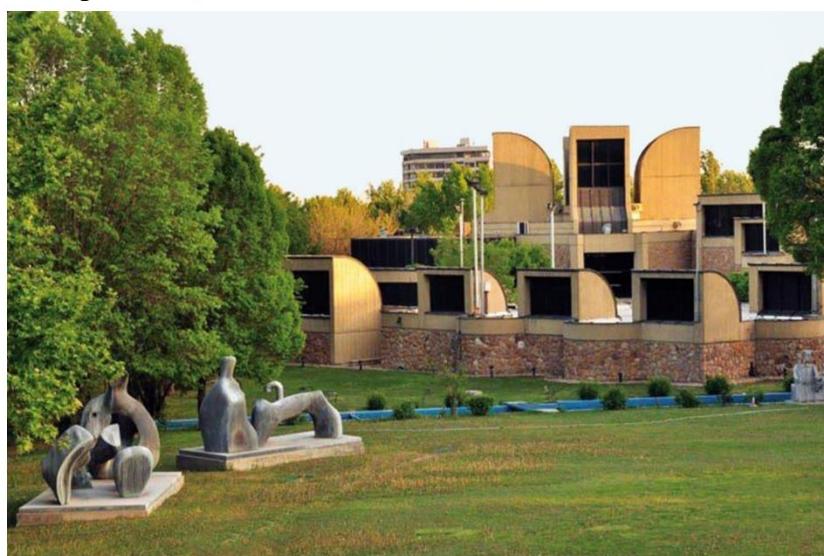


Fig 1: view of Tehran Museum of Contemporary Art

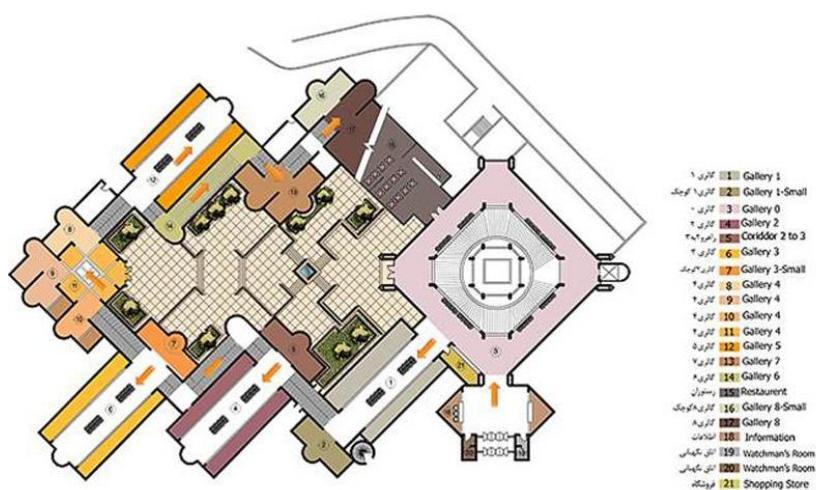


Fig 2: Plan of Tehran Museum of Contemporary Art

The permanent collection of the museum has over 3,000 valuable works of art, of which nearly 400 are of exceptional value. The museum owns several important works by renowned artists such as Gauguin (fig 3), Renoir, Picasso, van Gogh (fig 4), Magritte, Ernst, Pollock, Warhol, Levitt, and Giacometti. It is considered to have the most valuable collection of Western modern art outside Europe and the United States, a collection largely assembled by founding curators David Galloway and Donna Stein. Additionally, it has an extensive collection of modern and contemporary Iranian art.



Fig 3: Still Life with Head-Shaped Vase and Japanese Woodcut by Paul Gauguin

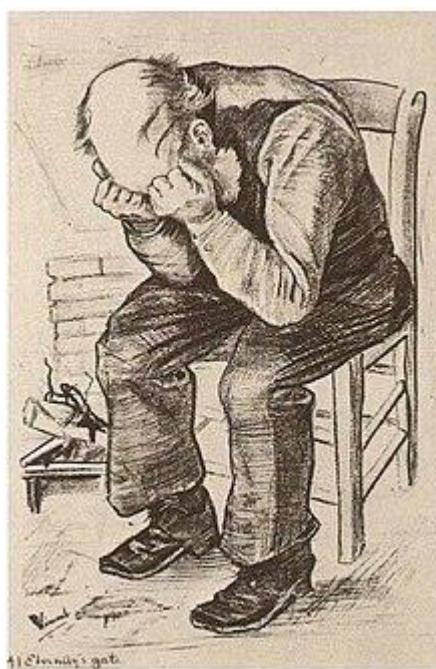


Fig 4: At Eternity's Gate by Vincent van Gogh, lithograph, 1882

In May 2018, the Museum of Contemporary Arts was closed for major reconstruction, which lasted for 9 months due to complications identified during the implementation process, security and protection of the artwork, and the impact of the Covid-19 pandemic. It reopened to the public in February 2019 with a collection of the museum's treasures. The renovation was done in two stages: the first involved creating a temporary storage space for the collection and making various improvements to the museum's infrastructure, including insulation, dredging of sewage wells, improvement of the ventilation system, insulation of windows, and modification of security systems. In the second stage, the facilities' infrastructure, including manual and intelligent fire extinguishing systems, was updated, and 20% more storage space was added to the treasure.

Recent years have seen the museum host numerous exhibitions of artists' works, such as Iranian paintings, conceptual photography, sculptures, and more. The museum also conducts various activities such as specialized meetings, book printing to support artists, specialized tours, and film screenings at the Cinematheque.

Research Methodology:

The present study is a descriptive and analytical content analysis using both library and field research methods. Theoretical concepts were explained to provide a better understanding of the issue, and a survey method was used to collect research data. The research data was collected using a questionnaire, and responses were evaluated using a Likert scale. The questionnaire was validated by seven experts, and its reliability was tested using Cronbach's alpha, which showed values above 0.8. The statistical population for the research includes experts in tourism and museum management, and a sample size of at least 100 people was deemed necessary. The available sampling method was used to distribute the questionnaire, and the quantitative data were analyzed using SPSS software, one-sample T-test, and Pearson's test.

Findings

Descriptive Statistics

The research population consisted of 100 experts and specialists in the field of tourism and museum. In terms of marital status, 36% were single and 64% were married. In terms of education, 48% had a master's degree and 52% had a doctorate. In terms of age, 26% of the respondents were 30 to 35 years old, 38% were 35 to 40 years old, 27% were 40 to 45 years old, and 9% were over 45 years old.

Inferential Statistics

To evaluate the current state of cultural tourism entrepreneurship in the studied area, the mean, standard deviation, and a single sample T-test based on the value of 3 were used. The average of the cultural tourism entrepreneurship variable was 3.100 with a standard deviation of 0.51. The results of the T-test showed a mean difference of 0.54, with a 95% confidence interval between 0.41 and 0.67. The T-test value of 120.13 was significant at a significance level of 0.05.

Furthermore, to analyze the relationship between the contemporary art museum and cultural tourism entrepreneurship, Pearson's test was used. The results showed a moderate positive correlation ($r = 0.615, p < 0.01$) between the contemporary art museum and cultural tourism entrepreneurship.

Overall, the findings suggest that the current state of cultural tourism entrepreneurship is moderate and there is a positive relationship between the contemporary art museums and cultural tourism entrepreneurship.

Table1: Results of Pearson's Test

Independent Variable	Dependent Variable	Number of Samples	of Pearson's Coefficient	Significance Coefficient (Sig)
Museum of Contemporary Arts	Entrepreneurship, Cultural Tourism	2022	0.763	0.0001

According to the results of Pearson's test in Table 1 and the standard values, the correlation between the independent variable of the contemporary art museum and the dependent variable of cultural tourism entrepreneurship is at a strong level (0.763). This indicates a positive and meaningful relationship between the two variables. These results confirm that there is a relationship between the contemporary art museum and cultural tourism entrepreneurship.

Discussion:

Entrepreneurship has become a critical component of the economic dynamics of various countries, and the tourism industry has become the primary source of income for many countries. The museum, as a cultural attraction, has the potential to support entrepreneurs, promote entrepreneurship and contribute to the development of the tourism industry. The Museum of Contemporary Arts in Tehran is an important cultural institution that has taken effective steps to support artists and promote tourism through various activities, such as exhibitions, meetings, and specialized tours. The present study aimed to evaluate the current status of cultural tourism entrepreneurship and analyze the relationship between the contemporary art museum and cultural tourism entrepreneurship.

The results of the one-sample t-test indicated that the current status of cultural tourism entrepreneurship is moderate in the research sample, and it is far from the ideal situation. In contrast, the results of Pearson's test showed a strong and positive relationship between the contemporary art museum and cultural tourism entrepreneurship. Therefore, the contemporary art museum can play an important role in promoting tourism entrepreneurship. To enhance the development of cultural tourism entrepreneurship, it is essential to focus on the role of museums, particularly contemporary art museum, and encourage collaboration between organizations. Integrated management mechanisms should be established between tourism, art, and museum organizations to monitor and evaluate performance continuously. Adequate budget allocation and the employment of expert human resources are also necessary to support technical and service quality improvements.

In summary, the results of this study suggest that the contemporary art museum can significantly contribute to the development of cultural tourism entrepreneurship. However, to achieve this goal, it is essential to prioritize cooperation between organizations, continuous monitoring and evaluation of performance, and proper allocation of resources.

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